

## ABSTRACT

5 A system for end user control of the distribution and maintenance  
of end user personal profile data in a data communications system  
providing communication between applications comprising and/or  
communicating with service/information/content providers or  
holding means (DB) holding end user personal profile data. It  
10 comprises a personal profile protection network with at least one  
central protection server means, comprising or communicating with  
information holding means holding personal protection profile  
information, and a number of distributed access means, e.g.  
software modules. For each of said applications at least one  
15 access means is provided, and grant/reject of an access request  
for/to end user personal profile data by a requesting application  
is determined by the central protection server in communication  
with a requesting application and/or an information providing  
application. Translating means are provided for identity  
20 translation and the identity of a requesting application will be  
concealed for an information providing application, and vice  
versa.

(Fig. 3)